

Amendments to the Claims

1. (Currently Amended) A method comprising:

determining a current location of a mobile station;

making a comparison of the current location to a designated location; and

based on the comparison, computing a next time to determine an updated location of the

mobile station; and

sending content associated with the designated location to the mobile station once the mobile station is located within a range of the designated location,

wherein making the comparison comprises estimating a distance between the current location and the designated location,

wherein computing the next time to determine the updated location of the mobile station comprises estimating a time interval to travel the distance between the current location and the designated location,

wherein estimating the time interval to travel the distance between the current location and the designated location comprises using a predefined travel time that corresponds to traveling the distance between the current location and the designated location, and

wherein computing the next time to determine the updated location of the mobile station comprises calculating a percentage of the predefined travel time, wherein the next time to determine the updated location of the mobile station is at least about 50% of the predefined travel time.

2. (Original) The method of claim 1, wherein the determining, making and computing functions are carried out by a network server, and wherein determining the current

location of the mobile station comprises receiving from a location determination system an indication of the current location of the mobile station.

3. (Original) The method of claim 1, wherein the determining, making and computing functions are carried out by the mobile station, and wherein determining the current location of the mobile station comprises:

sending a position determination request into a network; and
receiving from the network an indication of the current location of the mobile station.

4-18. (Canceled).

19. (Currently Amended) The method of claim 1, further comprising repeating the

steps of claim 1 until the mobile station is located within a the range of the designated location.

20. (Original) The method of claim 19, wherein the range is a distance.

21. (Original) The method of claim 19, wherein the range is an amount of time to travel from the current location to the designated location.

22. (Original) The method of claim 1, further comprising repeating the steps of claim 1 until the mobile station is located at the designated location.

23. (Original) The method of claim 22, further comprising once the next time is less than a threshold, stop repeating the steps of claim 1.

24-29. (Cancelled)

30. (Currently Amended) A system comprising:
a content serving element that stores content associated with a designated location and sends the content to a mobile station when the mobile station is located within a range of the designated location; and
a location determining element arranged to:
(a) determine when the mobile station is located within the range; and
(b) responsively inform the content serving element when the mobile station is located within the range, wherein the location determining element determines when the mobile station is located within the range by performing a process comprising:

(i) determining a current location of the mobile station, and
(ii) if the current location is not within the range, computing a next time to determine an updated location of the mobile station by estimating a travel time required for the mobile station to travel from the current location to the designated location using at least about 50% of a predefined travel time and calculating a percentage of the travel time, and at the next time, repeating from step (i).

31. (Canceled)

32. (Previously presented) The system of claim 30, wherein the location determining element estimates the travel time by:

requesting the travel time from a geoserver; and
receiving the travel time from the geoserver.

33. (Original) The system of claim 30, wherein the content serving element includes a plurality of content, where each content is associated with a respective designated location, and wherein given content is sent to the mobile station once the mobile station is approximately located at the respective designated location of the given content.

34. (Original) The system of claim 30, wherein the content is selected from the group consisting of advertisements, solicitations, and coupons.

35. (Previously Presented) The system of claim 30, wherein the content is sent to the mobile station through short message service (SMS) messaging.

36. (Previously Presented) The system of claim 30, wherein the content is sent to the mobile station through wireless application protocol (WAP) push messaging.

37. (Currently Amended) The system of claim 32 wherein requesting the travel time interval from the geoserver comprises sending information indicative of the current location and the designated location to the geoserver.